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Lif County

PHILIP MORRIS USA

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Joann Intogna

DATE: August 22, 1996

FROM: Donna Hingst

Donna

SUBJECT: Event Fact Sheet for the L.A. County Fair - Pomona, California

Marlboro & Community Event Marketing will be sponsoring the L.A. County Fair from September 6 through September 29, 1996. Specific information is as follows:

EVENT: L.A. COUNTY FAIR

DATES: SEPTEMBER 6-29, 1996

TIME: 10:00 a.m. - 11:00 p.m.

STAGE LOCATION: L.A. County Fair and Exposition Complex
Grandstand

ARTIST LINE-UP:

Friday, September 6 - 8:00 p.m. - Martina McBride
Saturday, September 7 - 8:00 p.m. - Clay Walker

Sunday, September 8 - 5:00 p.m. - Los Tigres del Norte
Ana Barbara

PROMOTER CONTACT: Dale Coleman
L.A. County Fair and Exposition Complex
P.O. Box 2250
Pomona, CA 91769
(909) 623-3111
FAX 865-3602

PHILIP MORRIS
ACTIVITIES:

In consideration for Philip Morris providing talent and production for each concert, promoter grants Philip Morris the following sponsorship rights:

- the exclusive right to conduct tobacco sales, branded incentive item distribution and name generation activities among smokers twenty-one years of age or older from two promotional kiosks and one 10' x 22' promotional tent, with electrical power provided by promoter, at sites at the Fair to be mutually agreed upon by the parties. The promotional kiosks and the promotional tent will be provided by Philip Morris. Philip Morris' tobacco sales are limited to the promotional kiosks and the promotional tent;
- the right to hang and display banners and signage on and around the promotional tent and promotional kiosks and in the area immediately surrounding the Marlboro Music stage at the site of the Fair, including the race track tote board, during Marlboro Music performances only;

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- the right to receive complimentary fair admission tickets for each of September 6, 7 and 8, 1996, and complimentary parking passes for each of the aforementioned dates, which will be delivered to Philip Morris upon execution of the agreement.

**FIELD SALES
CONTACT:**

Gary Salvato
Philip Morris USA
300 N. Lake Avenue
Suite #1100
Pasadena, CA 91101-4106

**SHIPMENT OF
MATERIALS:**

The following materials have been shipped to:

Price Transfer
2711 E. Dominguez
Long Beach, CA 90810
(310) 639-6074

<u>ITEM</u>	<u>QUANTITY</u>
Towels	240
Duffle Bags	240
T-Shirts	432
Hats	576
Cassette CS	2000
Flashlight	3000
Plastic Bags	3000
Lighters	20,000
Banners: 3 x 5	5

All residual materials must be shipped to the next event location.

MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities. Should there be any interest from Sales Representatives willing to volunteer their service, they are welcome to assist Phoenix Marketing in implementing the established consumer program. Please contact Steve Bellissimo at Phoenix Marketing at (516) 244-2930.

Should you have any questions or concerns, please feel free to contact me at (212) 878-2461.

cc: S. Anderson
I. Broeman
T. Carraro
J. Fontanez
K. McGrath
S. Norris
V. Murphy
J. Pontarelli
G. Salvato
S. Sampson
N. Suter
D. Tatum
T. Young

S. Bellissimo - Phoenix Marketing

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